

Speaker profile:

Shane Lukas

“I help accountants build firms that demand less of the owner - and deliver more to clients”

Keynote speaker, coach and firm transformation specialist — with a TEDx talk that's passed 100,000 views.

 [Watch Shane's TEDx talk](#)

 [Watch Shane in action](#)



Most speakers tell accountants what to change. Shane shows them how – and has the track record across thousands of firms to prove it works.

His focus is the gap between a compliance-driven firm and one that's value-led, profitable and demands less of the owner. He's direct, practical and energises every audience.

The Numbers

★ Trusted by **ACCA, AAT, IFA and AIA** and many others to deliver member-facing programmes
Delivered multi-part **webinar series** for ACCA UK: Scale Smarter; Understand, Embrace and Deploy AI In Your Accounting Firm; and the 12 part Deconstructing Advisory series. Bespoke resources produced for every session.

★ TEDx speaker — **100,000+** views

★ Worked with **more than 6,000** accountants across the UK and beyond

★ Won **Top Educators and Content Creators Award 2024** and **Top Movers and Shakers of Accounting Industry Award 2025**.

What Organisers Say

 "Shane's knowledge and training allowed participants to think more strategically, improve their understanding of how to run a practice and an insight to where they are in their business — and where they'll need to go. Feedback from one attendee: "This session has been EXTREMELY valuable to me. It's an eye-opener and will change the way we plan and operate. BRAVO!!"
Linda Wallace, Commercial & Business Development Executive, IFA

 "Every session was accompanied by detailed, practical resources specifically tailored to that session — these went down a treat."
Pat Delbridge, Sectors and Communities Manager, ACCA UK

 "Shane's presentation was highly relevant and very topical for our members. He set an excellent tone for the day with great engagement and interaction. I would highly recommend Shane to others."
Jonathan Barber, Group Executive – UK, IFA

 "Sessions are always incredibly well received. Members often comment on his energy, enthusiasm and knowledge. His experience working with thousands of accountants ensures the content is always highly relevant."
Jonathan Stocks, Product Manager, AAT

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"Shane gave fantastic tips and advice to our listeners in the accounting community. Our audience found Shane engaging and informative."
Vishal Kurani, VP of Marketing, QX Global Group



Signature Talks



Two Words That Change How Clients Value You:

Without abandoning compliance (and even if clients currently see you as "just an accountant")



From Compliance Provider To Profit Improvement Accountant:

How to lead monthly client sessions that create value — and get paid for them



How To Earn More From Fewer Clients:

And no awkward fee conversations (even if you've been undercharging for years)



How Accounting Firms Are Rebuilding Around AI To Become Indispensable:

Without adding headcount or hours, even if you still see yourself as "just an accountant"

Formats

Shane delivers across keynote, workshop, multi-session training series and virtual webinar formats. He's equally at home as the opening keynote, an engaging panellist or as part of a full programme.

Audience Fit

Shane speaks specifically to accountants in practice, from those just starting out to established firm owners looking to scale or transform their business model. His focus is on overcoming the challenges the profession is facing right now - so he is always topical and relevant to an accountancy audience.

Book Shane

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Details of Shane's fee on application.